

Abstract of the Disclosure

5 A metering system useful in metering viewing of
video displayed in a window on a screen of a viewing device
includes a software meter and a creditor. The software
meter determines identifying data related to the video
displayed in the window, and the creditor applies a set of
crediting rules in determining whether to credit the
identifying data. The software meter determines whether the
viewing device has a COM interface, an API interface, or has
to be interrogated in another way, and determines channel
data from a channel related object of the COM interface,
from application related data associated with a video
application through the API interface, or from other
interrogation. The software meter also determines an
ancillary identification code relating to the displayed
video.